



Nectar

The demand for Channel Branding solutions to serve as advertising and promotional graphics ployout, has led to the adoption of workflow based graphics systems. The WASP3D NECTAR solution, addresses this need of television stations for sophisticated 3D graphics for branding, advertising and promotional purposes. It networked workflow, provides broadcasters the tools to produce, automate and ployout visually rich 3d graphics in real-time. The solution is scalable and caters to single and multi-channel operations.

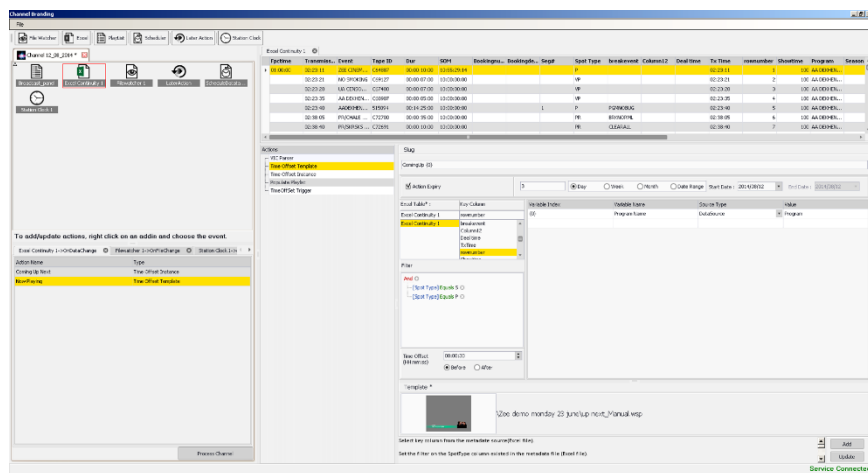
Workflow Features

Schedule Synchronization

Nectar imports run-orders produced by third-party scheduling software. The same run-orders once imported into the automation systems (e.g. Harris Automation), Nectar synchronizes the run downs with the Automation systems. This ensures that last minute modification in the run-down is maintained in the wasp playlist.

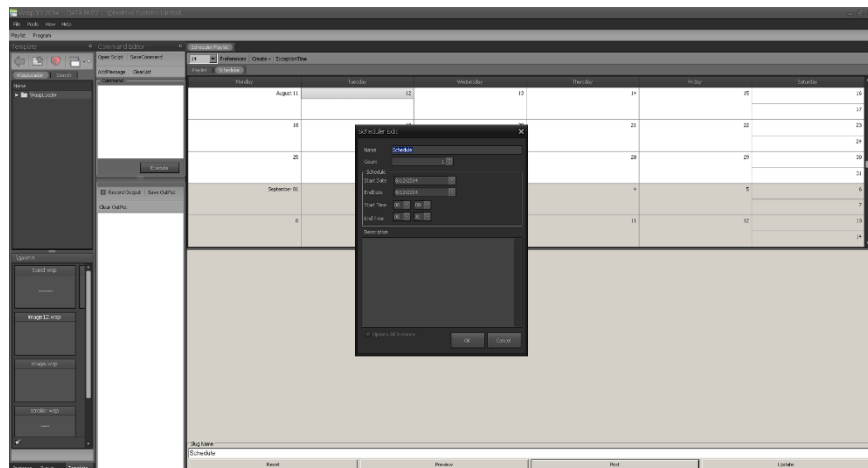
Rules Based Automated & Manual Graphics Insertion

For automated insertion of Wasp Graphics, logic driven offset based rules can easily be created for data population of the secondary events. The lifetime of the rules can also be defined. This eliminates the need for manually adding all the secondary events to the Automation Systems rundown. The users also have the added functionality to manual insert secondary event graphics.



Rundown Scheduling for Advertisements.

The Traffic Department can make use of the graphics scheduling functionality to generate and populate the WASP3D playlist. The advertisements slots lets users define the number of times a wasp graphic is to be played, along with the date and time of its schedule. An As-Run log of the same is also generated.





Template Design Features

The WASP3D Drone Designer is the graphics template creation module for the Channel Branding solution. Some of the features that are useful for channel branding are:

Analog & Digital Clocks

User Designed Digital and Analog Clock Display functions. Display multiple clocks simultaneously with time offsets. The Clock Add-in lets users wire any scene object as an arm of a Clock.



Scrollers & Rolls

Easily create 3d scrollers and rolls and connect them to data sources – XMLs, RSS feeds, Excel and SQL databases to list a few.



3D Imports from Third-Party software's

The Drone Designer imports Autodesk FBX®, 3DS, Rhino3D (.3DM) & Microsoft DirectX® (.X) mesh files along with their materials & UV mapping. NURBS surface (imported via FBX format) is tessellated with steps. Import Adobe Illustrator (.AI) splines.

Inter & Intra Scene Logic based Triggers

Triggers can be generated within a scene or across multiple scenes. When multiple wasp scenes are simultaneously played, the scene triggers can automatically modify the position, animation of the templates. E.g. When a lower-third Scroller is on-air, the next graphics triggered can be positioned to appear above the lower-third. When the lower-third is not On-air, the graphic can appear at its original position.

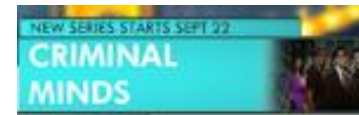


Image & Video Formats supported

Image Textures: BMP, DDS, DIB, PNG, HDR, JPG, JPEG, PFM, PPM & TGA.

Audio-Video Textures: Disk based 24-bit, 32-bit video files - AVI, MPG, MOV, WMV, MP4*, MP3 & WAV.

Live Video: HD/SD SDI I/O.

Network Workflow:

